



UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.
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09/550,878 04/17/00 HEIDEN

R F-118

TM02/1002

PITNEY BOWES INC
INTELLECTUAL PROPERTY AND TECHNOLOGY LAW
35 WATERVIEW DRIVE
P O BOX 3000
SHELTON CT 06484-8000

EXAMINER

ELISCA.P

ART UNIT

PAPER NUMBER

2161

DATE MAILED:

10/02/01

Please find below and/or attached an Office communication concerning this application or proceeding.

Commissioner of Patents and Trademarks

Office Action Summary

Application No.
09/550,878

Applicant(s)
Heiden, Richard W. et al.

Examiner
Pierre E. Elisca

Group Art Unit
2161



☒ Responsive to communication(s) filed on Jul 12, 2001

☐ This action is **FINAL**.

☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11; 453 O.G. 213.

A shortened statutory period for response to this action is set to expire THREE month(s), or thirty days, whichever is longer, from the mailing date of this communication. Failure to respond within the period for response will cause the application to become abandoned. (35 U.S.C. § 133). Extensions of time may be obtained under the provisions of 37 CFR 1.136(a).

Disposition of Claims

☒ Claim(s) 24-44 is/are pending in the application.

Of the above, claim(s) 1-23 is/are withdrawn from consideration.

☐ Claim(s) _____ is/are allowed.

☒ Claim(s) 24-44 is/are rejected.

☐ Claim(s) _____ is/are objected to.

☐ Claims _____ are subject to restriction or election requirement.

Application Papers

☐ See the attached Notice of Draftsperson's Patent Drawing Review, PTO-948.

☐ The drawing(s) filed on _____ is/are objected to by the Examiner.

☐ The proposed drawing correction, filed on _____ is ☐ approved ☐ disapproved.

☐ The specification is objected to by the Examiner.

☐ The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. § 119

☐ Acknowledgement is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d).

☐ All ☐ Some* ☐ None of the CERTIFIED copies of the priority documents have been

☐ received.

☐ received in Application No. (Series Code/Serial Number) _____.

☐ received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

*Certified copies not received: _____

☐ Acknowledgement is made of a claim for domestic priority under 35 U.S.C. § 119(e).

Attachment(s)

☐ Notice of References Cited, PTO-892

☐ Information Disclosure Statement(s), PTO-1449, Paper No(s). _____

☐ Interview Summary, PTO-413

☐ Notice of Draftsperson's Patent Drawing Review, PTO-948

☐ Notice of Informal Patent Application, PTO-152

--- SEE OFFICE ACTION ON THE FOLLOWING PAGES ---

Art Unit:

DETAILED ACTION

1. This Office action is in response to Applicant's amendment filed on 7/12/2001.
2. Claim 1-23 are canceled and claims 24-44 are remained.

Claim Rejections - 35 USC § 102

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless --

(e) the invention was described in a patent granted on an application for patent by another filed in the United States before the invention thereof by the applicant for patent, or on an international application by another who has fulfilled the requirements of paragraphs (1), (2), and (4) of section 371© of this title before the invention thereof by the applicant for patent.

4. Claims 24-44 are rejected under 35 U.S.C. 102 (e) as being anticipated by Pierce et al. (U.S. Pat. No. 6,154,733).

As per claim 24, Pierce discloses a postage printing system, comprising, a data center and a control system, comprising:

a printing system including a printer for printing on an item intended for a recipient (this limitation is disclosed by Pierce in the abstract, lines 1-4, specifically wherein it is stated a postage printing system, comprising a computer, a data center and a control system. The computer is in operative communication with a printer for printing a postal indicia on an envelope, and also col 4, lines 4-8);

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a data center in operation communication with the printing system, the printing system being located remotely from the data center, the data center including a plurality of advertiser accounts, each of the plurality of advertiser accounts including respective message data representative of a message **(this limitation is disclosed by Pierce in the abstract, lines 4-9, specifically wherein it is stated that the data center is in operative communication with the computer which in turn is located remotely from the data center. The data center includes a plurality of user accounts and a plurality of advertiser accounts where each of the plurality of advertiser accounts includes respective ad data including message data and restriction data, and also, col 4, lines 8-14);**

a control system in operative communication with the data center and the printing system for **(this limitation is disclosed by Pierce in the abstract, lines 9-11, specifically wherein it is stated that the control system is in operative communication with the data center and the computer, and also col 4, lines 14-16)**

obtaining recipient information **(this limitation is disclosed by Pierce in the abstract, line 13, specifically wherein it is stated that obtaining the user profile data from the user, and also in col 4, line 19); and**

using the recipient information to identify a subset of messages available for printing on the item **(this limitation is disclosed by Pierce in the abstract, lines 14-17, specifically wherein it is stated that using the user profile data to identify message data available for printing on the envelope in conjunction with the postal indicia, and also in col 4, lines 20-22).**

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As per claims 25, 26, Pierce discloses the claimed limitation, wherein the control system is for receiving from a user an indication of a selected message from the subset of messages that the user authorizes for printing (this limitation is disclosed by Pierce in col 9, lines 19-26, col 10, lines 29-65, specifically wherein it is stated that the user selects a message for printing on the envelope in conjunction with the postal indicia... and the step of charging the advertiser account corresponding to the selected message is disclosed in col 9, lines 14-26).

As per claims 27, 28, 29, 30 Pierce discloses the claimed limitation, wherein each of the plurality of advertiser accounts further includes restriction data (this limitation is disclosed by Pierce in col 9, lines 14-67, col 10, lines 1-23, specifically wherein it is stated that piece count restriction data and budget limit data defining a maximum amount of advertising charges for a given time period may also be included in the non-address restriction data.....); and

the control system is further for using the recipient information in combination with the restriction data from the plurality of advertiser accounts to identify the subset of messages available for printing (this limitation is disclosed by Pierce in col 9, lines 30-67, col 10, lines 1-23, and also demographic restrictions and geographic restrictions).

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As per claim 31, Pierce discloses the claimed method of operating a data center, comprising the steps of, comprising:

maintaining a plurality of advertiser accounts, each of the plurality of advertiser accounts including respective message data representative of a message for printing on an item intended for a recipient (this limitation is disclosed by Pierce in the abstract, lines 1-4, specifically wherein it is stated a postage printing system, comprising a computer, a data center and a control system. The computer is in operative communication with a printer for printing a postal indicia on an envelope. The data center includes a plurality of user accounts and a plurality of advertiser accounts where each of the plurality of advertiser accounts includes respective ad data , and also col 4, lines 4-8);

obtaining recipient information (this limitation is disclosed by Pierce in the abstract, line 13, specifically wherein it is stated that obtaining the user profile data from the user, and also in col 4, line 19); and

using the recipient information to identify a subset of messages available for printing on the item (this limitation is disclosed by Pierce in the abstract, lines 14-17, specifically wherein it is stated that using the user profile data to identify message data available for printing on the envelope in conjunction with the postal indicia, and also in col 4, lines 20-22).

As per claims 32 and 33 Pierce discloses the claimed method of receiving an indication of a selected message from the subset of messages that the user authorizes for printing (this

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limitation is disclosed by Pierce in col 9, lines 19-26, col 10, lines 29-65, specifically wherein it is stated that the user selects a message for printing on the envelope in conjunction with the postal indicia... and the step of charging the advertiser account corresponding to the selected message is disclosed in col 9, lines 14-26).

As per claims 34-37, Pierce discloses the claimed limitation, wherein each of the plurality of advertiser accounts further includes restriction data (this limitation is disclosed by Pierce in col 9, lines 14-67, col 10, lines 1-23, specifically wherein it is stated that piece count restriction data and budget limit data defining a maximum amount of advertising charges for a given time period may also be included in the non-address restriction data....); and the control system is further for using the recipient information in combination with the restriction data from the plurality of advertiser accounts to identify the subset of messages available for printing (this limitation is disclosed by Pierce in col 9, lines 30-67, col 10, lines 1-23).

As per claim 38, Pierce discloses a postage printing system, comprising, a data center and a control system (which is equivalent to Applicant's claimed invention), comprising: advertiser account information including a plurality of advertiser accounts, each of the plurality of advertiser accounts including respective message data representative of a message for printing on an item intended for a recipient (this limitation is disclosed by Pierce in the abstract, lines 4-9, specifically wherein it is stated that the data center is in operative communication with the

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computer which in turn is located remotely from the data center. The data center includes a plurality of user accounts and a plurality of advertiser accounts where each of the plurality of advertiser accounts includes respective ad data including message data and restriction data, and also, col 4, lines 8-14, and the step of printing on an item intended for a recipient is also disclosed by Pierce in the abstract, lines 1-4, specifically wherein it is stated a postage printing system, comprising a computer, a data center and a control system. The computer is in operative communication with a printer for printing a postal indicia on an envelope, and also col 4, lines 4-8);

recipient information for use in identifying a subset of messages available for printing on the item (this limitation is disclosed by Pierce in the abstract, lines 14-17, specifically wherein it is stated that using the user profile data to identify message data available for printing on the envelope in conjunction with the postal indicia, and also in col 4, lines 20-22).

As per claims 39 and 40, Pierce discloses the claimed limitation, wherein an indication from a user of a selected message from the subset of messages that the user authorizes for printing (this limitation is disclosed by Pierce in col 9, lines 19-26, col 10, lines 29-65, specifically wherein it is stated that the user selects a message for printing on the envelope in conjunction with the postal indicia... and the step of charging the advertiser account corresponding to the selected message is disclosed in col 9, lines 14-26).

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As per claims 41-44, Pierce discloses the claimed limitation of restricting information corresponding to each of the plurality of advertiser accounts further includes restriction data (this limitation is disclosed by Pierce in col 9, lines 14-67, col 10, lines 1-23, specifically wherein it is stated that piece count restriction data and budget limit data defining a maximum amount of advertising charges for a given time period may also be included in the non-address restriction data.....); and wherein the recipient information may be used in combination with the restriction data from the plurality of advertiser accounts to identify the subset of messages available for printing (this limitation is disclosed by Pierce in col 9, lines 30-67, col 10, lines 1-23, and also demographic, geographic restrictions).

Conclusion

5. Any inquiry concerning this communication from the examiner should be directed to Pierre Eddy Elisca at (703) 305-3987. The examiner can normally be reached on Monday, Tuesday and Wednesday from 5:30AM. to 6:00PM.

If any attempt to reach the examiner by telephone is unsuccessful, the examiner's supervisor, James Trammell can be reached on (703) 305-9769.

Any response to this action should be mailed to:

Commissioner of patents and Trademarks

Washington, D.C. 20231

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or faxed to:

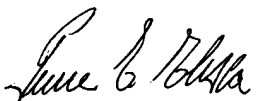
(703) 308-9051, (for formal communications intended for entry)

OR:

(703) 305-3718 (for informal or draft communications, please label

“PROPOSED” or” DRAFT”)

Hand-delivered responses should be brought to Crystal Park II, 2121 Crystal Drive, Arlington. VA.,
Sixth floor (receptionist).


Pierre Eddy Elisca

Patent Examiner

September 27, 2001